



CURRICULUM VITAE SYNOPSIS
(Analytical CV Follows)

ALKIS THRASSOU

May, 2020

Main Academic Qualifications	<p>Professor, School of Business, University of Nicosia, Cyprus (EU)</p> <p>Senior Fellow, EuroMed Academy of Business / EMRBI</p> <p>Ph.D., Strategic Marketing Management, The University of Leeds, UK, 2002</p> <p>B.Eng., Civil Eng. with Construction Management, The University of Leeds, UK, 1995</p> <p>M.Sc., Oil, Gas and Energy Engineering, University of Nicosia, CY, 2015</p>
Main Professional Qualifications	<p>Chartered Marketer and Fellow (Chartered Institute of Marketing, CIM, UK)</p> <p>Chartered Construction Manager and Fellow (Chartered Institute of Building, CIOB, UK)</p> <p>Chartered Mgmt Consultancy Surveyor (Royal Inst. of Chartered Surveyors., RICS, UK)</p> <p>Member of The Society of Petroleum Engineers (SPE)</p> <p>Member of the Cyprus Scientific Technical Chamber member (ETEK)</p>
Major Positions Held	<p>University of Nicosia (2003-): Professor of Marketing (2013-), Member of the Senate (2020-), Head of Marketing Department (2005-8), Member of the Univ. Council (2008-9); others</p> <p>Thrassou Bros Group (Construction Consultants, 1996-present): Partner, Business & Project Management Consultant</p> <p>Domain Holdings Public Ltd (Public Land Development Company, 2004-2013): President of the Board of Directors</p>
Knowledge Field	Strategic Marketing Management
Scholarly Experience	<p>Academic leadership, management and administration; Chairing and organizing of international scientific conferences; Editing of and reviewing for high impact factor international scientific journals and books; Funded research projects; Supervising and evaluating research internationally; Quality evaluator and ranking committees' member for universities and faculty, internationally; Lecturing at all levels; PhD Supervisions</p>
Editorial Roles	<p>Permanent: Managing Editor of Palgrave Studies in Cross-Disciplinary Business Research (Book Series); Associate Editor of EuroMed Journal of Business (ABS, Scopus top 20%, Emerald Publications); Board of International Journal of Big Data Management – IJBDM (Inderscience); Board of FIIB Business Review (Sage Publications); Board of Journal of the Integrated Information Management; Board of EuroMed Academy of Business</p> <p>Guest Editor of: International Marketing Review (ABS 3), Journal of Social Entrepreneurship (ABS 2), European Business Review (ABS 2), EuroMed Journal of Business (ABS), British Food Journal (ABS), International Journal of Internet Marketing and Advertising (ABS), The Marketing Review (ABS), Sinergie Italian Journal of Management</p>
Professional Experience (Industry)	<p>Business and project planning, development and management; Leading and organising companies and teams of professionals; Ensuring client service customisation and the seamless collaboration between parties; Transcription of projects' business demands into internal design and management processes; Monitoring of consulting processes for service quality and conformity to client business aims.</p>
Contribution to Knowledge	<p>170+ published scientific works, mostly in ABS/Scopus/ISI scientific journals. Citation Metrics of May 27th, 2020: <i>h-index 31, documents 170, citations 2,905 (Google Scholar); h-index 22, documents 73, citations: 1,272 (Scopus)</i></p>
Teaching (PhD, MBA, MSc, BBA)	<p>Strategic Marketing & Management; Services Marketing & Management; International Marketing; Consumer Behaviour; Organisational Behaviour, Construction Business</p>

ANALYTICAL CURRICULUM VITAE

ALKIS THRASSOU

PERSONAL INFORMATION

Citizenship: Cypriot (EU)

Address: *UNIC:* University of Nicosia, P.O.Box 24005, 1700, Nicosia
TBA: Thrassou Bros, P.O.Box 24001, 1700, Nicosia
Home: Strovolos, Nicosia, Cyprus, EU

Telephone: *UNIC:* Tel: +357-22-841716 Fax: +357-22-357841
TBA: Tel: +357-22-464464 Fax: +357-22-464715

E-mail Addresses: *Personal:* alkistrassou@gmail.com (*preferable means of communication*)
UNIC: thrassou.a@unic.ac.cy (*preferable means of communication*)
TBA: thrassou.brothers@cytanet.com.cy

Birthdate: December 17th, 1971

Marital status: Married, three children

EDUCATION

Graduate work: Strategic Marketing Management of Construction Consultants (**Ph.D.**), University of Leeds, UK, 2002; Oil & Gas Energy Engineering (**M.Sc.**), University of Nicosia, Cyprus, 2015

Undergraduate: Civil Engineering with Construction Management (**B.Eng.**), University of Leeds, UK, 1995

Secondary: The English School, Nicosia, Cyprus, 1983-1990

MEMBERSHIP TO MAIN PROFESSIONAL & SCHOLARLY ASSOCIATIONS

- **The Chartered Institute of Building, UK:** *Fellow, Chartered Construction Manager (FCIOB)*

- **The Chartered Institute of Marketing, UK:** *Fellow, Chartered Marketer (FCIM)*

- **The Royal Institute of Chartered Surveyors, UK:** *Chartered Mgmt Consultancy Surveyor (MRICS)*

- **EuroMed Academy of Business / EMRBI:** *Senior Fellow*

- **Society of Petroleum Engineers** *Member*

- **Cyprus Scientific Technical Chamber (ETEK):** *Member*

OTHER

Military Service: Sergeant, Commando Special Forces, National Guard of Cyprus (1990-2),

Languages: Greek (Fluent); English (Fluent)

Extra-Curricular Activities: Family Activities; Classical guitar; Reading

ACADEMIC/SCHOLARLY ADMINISTRATIVE EXPERIENCE

- Positions Held:**
- Organisation Name:** University of Nicosia (2002-present)
[2009-2014, only research and guest-lecturing]
- Organisation Type:** Tertiary Education
- Highest Rank:** Professor
- Major Positions:** Member of the Senate (2020-), Head of Marketing Department (2005-2008), Member of the University Council (2008-9), Member of the University Internal Quality Assurance Committee (UIQAC, 2018-2019), Member of the Distance Learning Unit Advisory Committee (2013-2016), Various other positions and committees
- Organisation Name:** EuroMed Research Business Institute (2008-present)
- Organisation Type:** International Research & Scholarly Institute
- Highest Rank:** Senior Fellow (EuroMed Academy of Business)
- Positions/Tasks:** Founding member, Internal Development & Scientific advisor
- Organisation Name:** School of Economics, University of Torino
- Organisation Type:** Tertiary Education
- Rank:** Visiting Professor in Marketing Management
- Organisation Name:** Neapolis University, Cyprus
- Organisation Type:** Tertiary Education
- Rank:** Visiting Professor in Construction Business Management
- Major Duties:** Extensively and actively involved in departmental, school and university-level administrative bodies, significantly contributing to these. I served (among others) as:
- Member of the Senate (2020-)
 - *Member of the University Council (UNIC, 2008-9)*
 - *Head of the Marketing Department (UNIC, ~2005-8)*
 - *Member of the University Internal Quality Assurance Committee (2018-)*
 - *Member of the Distance Learning Unit Advisory Committee (2013-2016)*
 - *Member of the University Research Time Release Committee (2015-)*
 - *Leader of the Business School Advisory Council (UNIC, ~2005-8)*
 - *Member of the Business School Administrative Committee (UNIC)*
 - *Member of the Business School Research Committee (UNIC)*
 - *Member of misc. committees, consultant on planning and dev. (EMRBI, 2008-)*

RESEARCH WORK

- Doctoral Thesis:** *Construction Consultants' Strategic Marketing Management*
- Research Focus:** My primary research focus lies in the intersection of strategy, marketing and management, and its applications in various industry contexts and business theory streams. My work has a particular inclination towards the multi-disciplinary interrelation of business factors and forces, and their consequent utilisation towards the development of business frameworks and systemic comprehensions of business processes and notions.
- Publications** Significant research work resulting in 160+ published scientific works, mostly in ABS/Scopus/ISI scientific journals. Citation Metrics of May 27th, 2020:
- h-index 31, documents 170, citations 2,905 (Google Scholar);***
h-index 22, documents 73, citations: 1,272 (Scopus)
[See subsequent/separate 'list of publications' for details/specifics]
- Research Programs:** ***Head-researcher*** in a research project towards the “*Introduction of Consumer Behaviour (Αγωγή του Πολίτη) to Cypriot education*” by the (Ministry of Commerce, Industry and Tourism, 2007).
- Guest Researcher*** (data analysis, development, application and dissemination) in the Research Promotion Foundation funded project “*Brand Building for the Wine Industry in Cyprus*” (120,000 Euros, 2004-2006).
- Guest Researcher*** (data analysis, development, application and dissemination) in the Research Promotion Foundation funded project on “*Cyprus e-government*” (2005-7, 100,000 Euros).
- Visiting Lecturer*** at Neils Brock College, Copenhagen, Denmark through Erasmus program for faculty exchange (2003),
- Researcher*** in the EuroMed Research Business Institute's, Grundtvig funded research project on National Point, “*Feeling Younger by getting Older*” (2012-2013, 240,000 euro). AWARDED AS BEST-COUNTRY PARTNER
- Visiting Researcher and Lecturer-*** SUSTAGRI project for the EU Lifelong Learning Programme (Erasmus), aiming to examine various aspects of Agricultural development, management and marketing (visiting lectures at Foggia University, Italy, July 2014)
- Guest Researcher*** in the project “*DAEDALUS: Euro-Mediterranean Career and Employment Advisor Portal for the Mobility of Young Residents*” (January 2013-December 2015); funded by the European Union, ENPI-CBCMED (Cross-Border Cooperation in the Mediterranean); with a total programme budget of 1,940,000 euro; and partner institutions from: Greece, Cyprus, Italy, Palestine, Lebanon, Palestine and Tunisia.
- Evaluator*** of research and start-up proposals, in the context of Horizon2020 program, for the Cyprus Ministry of Commerce, Industry and Tourism.
- Research Partner*** - AGRIMET Project, Financed under the PO-FESR Sicilia 2014-2020, University of Palermo (360,000 Euros, Jan 2020 – July 2022).
- Others*** under study/development
- Conference Org.** Chair of the 5th International Conference for Consumer Behaviour and Retailing Research (CIRCLE), 26th - 29th March 2008, University of Nicosia, School of Business; Chair of the 3rd EuroMed Conference, UNIC, Hilton Park Hotel, Nicosia, Cyprus, Nov 2010; and part of the organizing and/or scientific committee and/or a track chair and/or session chair and/or session discussant for numerous other conferences etc., primarily those of my university department and the EuroMed (EMAB/EMRBI) international conferences

Awards/distinctions: **Outstanding Paper Award Winner at the Emerald Literati Network Awards for Excellence 2012**, for the paper: Vrontis, D., Thrassou, A. and Rossi, M. (2011), "Italian Wine Firms: Strategic Branding and Financial Performance", *International Journal of Organisational Analysis*, Vol. 19, No. 4, pp. 288-304 (*Indexed and abstracted in: ABI/INFORM, Inspec, OCLC's Electronic Collections Online, ProQuest, Scopus*)

Outstanding Reviewer Award, Emerald Literati Network Awards for Excellence, 2011, *EuroMed Journal of Business (Ranked by ESCI AND EU/other National Bodies)*

Highly Commended Award Winner at the Literati Network Awards for Excellence 2010, for the paper: Thrassou, A., Vrontis, D. and McDonald, M. (2009), *A Marketing Communications Framework for Small Political Parties in Developed Countries*, *Marketing Intelligence and Planning*, Vol. 27, Iss. 2, ISSN 0263-4503, Emerald (*ABS Rating 2010: 1, ranked in the Journal Quality List (Harzing) Ratings*)

Best Presenter Award for the paper presentation: Alkis Thrassou, Kone C., Panayidou A, *Women's Shopping Behaviour and Consumer Beliefs: the Case of Cyprus*, 2008 Global Business & Economics Research Conference, Constantinople, Turkey

International Marketing Review's (an ABS 3 ranked journal) "top downloaded article of the past 30 years", with 11,000 downloads within only 3 years from publication (http://www.emeraldinsight.com/promo/imr_30.htm), Accessed March 7th, 2013: Vrontis, D., Thrassou, A. and Lamprianou, I. (2009), "International Marketing Adaptation versus Standardisation of Multinational Companies", *International Marketing Review*, Vol. 26, Nos. 4 and 5, pp. 477-500, ISSN: 0265-1335-Emerald

Journal of Promotion Management (a Scopus indexed journal) "top 10 most cited and most read papers of the past three years", Accessed November 18th, 2014: <http://www.tandfonline.com/action/showMostCitedArticles?journalCode=wjpm20#.VGt1CfmUcll>; Thrassou, A. and Vrontis, D. (2009), "A New Consumer Relationship Model: The Marketing Communications Application", Volume 15, Issue 4, pp. 499-521

Best Reviewer Award Winner, 9th Annual Conference of the EuroMed Academy of Business: "*Innovation, Entrepreneurship and Digital Ecosystems*", Warsaw, Poland, September 14-16, 2016

"One of the most downloaded articles" of 2018-2019, [continuous accesses March - August 2019, <https://www.journals.elsevier.com/technological-forecasting-and-social-change/most-downloaded-articles>], Santoro, G., Vrontis, D., Thrassou, A., Dezi, L. (2018). The Internet Of Things: Building Knowledge Management Systems For Open Innovation And Knowledge Management Capacity, *Technological Forecasting and Social Change*, Volume 136, Pages 347-354, DOI: <https://doi.org/10.1016/j.techfore.2017.02.034>

Highly Commended Conference Paper Award, 12th Annual Euromed Academy of Business (EMAB) Conference, *Business Management Theories and Practices in a Dynamic Competitive Environment*, Thessaloniki, Greece, Sep, 2019

Reviewing for: Numerous internationally leading ones such as the journals: *Human Resource Management, Journal of Business Research, International Marketing Review, Tourism Management Perspectives, British Food Journal, EuroMed Journal of Business, Journal of the Academy of Marketing Science, International Studies of Management and Organization, Management International Review, Journal of Customer Behavior, Long Range Planning, International Journal of Information Technology and Management, Business Process Management Journal, International Journal of Globalisation and Small Business, Journal of Management Studies, Creativity and Innovation Management, R&D Management, Tourism Management, Journal of International Management, Technological Forecasting and Social Change*, as well as AMC, EAM, EURAM, EMRBI and other organisations and conferences.

Advisory/Supervision: Over the years I have supervised many students at all levels, including Ph.D. and D.B.A. Moreover, I have substantially contributed to the development of the UNIC Business School processes regarding student supervision and advising; I was in charge of the initial research direction of all students of my department for a number of years; and I frequently offer advice to students on miscellaneous matters of academic nature.

TEACHING AND OTHER SCHOLARLY ACTIVITIES

- International Roles**
- Visiting Professor (Business), School of Economics, University of Torino
 - External University Evaluator for the Hellenic Quality Assurance and Accreditation Agency of the Republic of Greece (www.hqaa.gr)
 - External University Expert (Evaluator) for the Latvian Quality Agency for Higher Education (AIKA)
 - Expert reviewer for the Italian Ministry of Education, Universities and Research (MIUR) - REPRiSE
 - External quality reviewer/assessor for South Africa's National Research Foundation (NRF)
 - External member of Ranking Committees of various Greek universities
 - Senior Fellow, Advisor and Founding Member of the EuroMed Academy of Business / EuroMed Research Business Institute (www.emrbi.com).
 - Member of the Centre for International Research in Consumers Location and their Environments (www.leedsmet.ac.uk).
 - Ph.D. supervisor for the University of Gloucestershire (UK) and Ph.D. examiner for the Seconda Università di Napoli (Italy), the University of Gloucestershire (UK), the University of Palermo (Italy), the Maharishi Markandeshwar University (India)
 - Off-campus marketing lecturer for Middlesex University (Limassol)

Journal Ed. Board: *Member of the Editorial Board / Scientific Committee / Advisory Board of:*

- Managing Editor of the Palgrave Studies in Cross-Disciplinary Business Research, In Association with EuroMed Academy of Business (Book Series)
- Associate Editor of EuroMed Journal of Business (top 20%, 2.05, 2018 Scopus CiteScore, Emerald Publications)
- Board - EuroMed Academy of Business / EMRBI
- Board - FIIB Business Review (FBR) (Sage Publications)
- Board - Journal of the Integrated Information Management (University of West Attica)
- Board - International Journal of Big Data Management – IJBDM (Inderscience)

- Journal Guest Editor**
- International Journal of Internet Marketing and Advertising (ABS 1), *Special issue on: Breaking the Barriers – The Role of the Internet in the International Marketing of SMEs*, (Guest Co-editors: D. Vrontis), Vol. 4, Nos. 2/3, 2008
 - EuroMed Journal of Business (ABS 1), Special Issue on: 'Marketing Communications - Trends and Developments', 2009, Vol. 4, Iss. 3 (Guest Co-editor: I. Pappasolomou)
 - The Marketing Review (ABS 1), Special Issue on: 'Contemporary Marketing Trends Across the Euro-Mediterranean Region', 2015, Vol. 15, No 4 (Guest Co-editor I. Pappasolomou).

- Sinergie Italian Journal of Management, Special Issue on 'Business Evolution Across the Euro-Mediterranean Region', ISSN 0393-5108, vol.35, No.102, 2017 (Guest Co-editor M. Frey)
- British Food Journal (ABS 1), Special Issue on "Global Agrifood Management Paradigms from the Italian Industry' (2016). Vol. 118 Iss: 8. DOI <http://dx.doi.org/10.1108/BFJ-05-2016-0225> (Guest Co-editors F. Conto and M. Fiore)
- International Marketing Review (ABS 3), Special Issue on 'Cause-Related Marketing in International Business: What Works and What Doesn't?' (Guest co-editors, Demetris Vrontis, Michael R. Czinkota, Michalis Christofi, Riad Shams)
- European Business Review (ABS 2), Special Issue on "Cross-cultural Knowledge Management for organizational efficacy: The Role of Stakeholder Causal Scope Analysis" (Guest co-editors: Zhanna Belyaeva, Demetris Vrontis, Riad Shams, Antonino Galati)
- EuroMed Journal of Business (ABS 1), Special Issue on "Postmodern approaches to management and rising new forms of organizations in the Euro-Mediterranean Region" (Guest co-editor: Hela Chebbi)
- Journal of Social Entrepreneurship (ABS 2), Special Issue on "Historical perspectives on social business enterprises: Looking backward to move forward" (Guest co-editors: Riad Shams, Demetris Vrontis, Zhanna Belyaeva, Michael Christofi)

Teaching:***Undergraduate Courses Taught:***
(UNIC)

- Principles of Marketing (Management)
- Services Marketing (Management)
- Organisational Behaviour
- Consumer Behaviour
- Strategic Marketing (Management)
- International Marketing (Management)
- (Small Firms and B2B Marketing)

Postgraduate Courses Taught:
(UNIC)

- MBA Services Marketing and Management
- MBA Consumer Behaviour
- MBA Strategic Marketing
- MBA Strategic Marketing
- MBA Global marketing (Management)

Visiting Professor, Torino Univ., Italy: - BBA Business Management / Marketing

Visiting Professor, Neapolis Univ.: - M.Sc. Construction Business Management

(Certificate on "Teaching and Learning Theory and Practice", UNIC, 2019)

Social Contribution: My role as a Marketing Department professor, as Head of the Marketing Department and as a member of international business bodies, demanded my active participation in and the organisation and execution of numerous events hosted by the School of Business, the Marketing Department, the UNIC-Marketers Student Society, the Euro-Mediterranean Research Business Institute and other international organisations.

The events, among others, included numerous conferences, seminars, colloquia and guest lectures. These have had a diverse scope of aims including, social awareness, facilitation of business development, economic and other value to society, general business education and training, consumer awareness and more.

I further voluntarily participate in social programs such as the 'education for the unemployed' programs of UNIC, seminars to alumni and the public, educational workshops and events for secondary education, and more.

INDUSTRY PROFESSIONAL EXPERIENCE

Roles: With twenty years of consulting professional experience I have held various significant positions in the industry and academia, as:

- Partner
- Managing Director
- President/Member of Board of Directors
- Project Manager
- Consultant

I am experienced in an array of business fields, with special competencies in strategic marketing planning, business/project development and management/organization/administration.

Competencies Additionally and incessantly retaining strong ties with the industry, I involved myself in consulting works in the field of services and especially construction and real estate related ones; and have contributed to the development and management of many multi-million (€) projects. Being familiar with international professional processes and management approaches, I liaised with clients and key business, consulting, contracting and governmental entities, ensuring the provision of the right service to the client, and the seamless and harmonious collaboration between parties. I participated in the planning and coordination of major projects, transcribing their business demands into design and management processes; and monitored internal consulting processes for service quality and conformity to client business aims.

Positions Held:

Organisation Name: Thrassou Bros Group
Organisation Site: www.thrassoubros.com
Organisation Type: Construction Consultants / Project Managers
Organisation Size: 20-30 professional employees and internal associates (varied)
Position(s): Non-executive Partner (since 2004), Associate (1995-2004)
Tasks (1995-present): Business and Project Management, Planning and Development

Organisation Name: Domain Holdings Public Ltd
Organisation Type: Public company active in real estate development
Position: President of the Board of Directors (2004-2013)

EVIDENCED SCIENTIFIC OUTPUT**Full Citation****Primary Listing /
Document Type****PUBLISHED PAPERS IN REFEREED SCIENTIFIC JOURNALS****(2005)**

Thrassou, A (2005), “*The Construction Consultancy in Cyprus*”, International Journal of Management Cases, Vol 7 Issue 3, pp 41-54, ISSN: 17416264

Official journal of CIRCLE

(2006)

Vrontis, D., Thrassou, A. and Vignali, C. (2006), “Marketing Plan for Adult Soft Drinks. Shloer”, *International Journal of Management Cases*, Vol. 7, Iss. 4, pp. 5-23 (ISSN: 17416264-Pallas Press).

Official journal of CIRCLE

Vrontis, D., Thrassou, A. and Vignali, C. (2006), The Country-Of-Origin Effect on the Purchase Intention of Apparel – Opportunities & Threats for Small Firms, *International Journal of Entrepreneurship and Small Business*, Vol. 3, Nos. 3 and 4, pp. 459-476, (ISSN: 1476-1297-Inderscience).

ABS Rating 2

Thrassou, A. and Vrontis, D. (2006), “A Small Services Firm Marketing Communications Model for SME-Dominated Environments”, *Journal of Marketing Communications*, Vol. 12, Iss. 3, pp. 183-202 (ISSN: 1352-7266-Routledge, Taylor and Francis Group).

ABS Rating 1

Vrontis, D. and Thrassou, A. (2006), “Situation Analysis and Strategic Planning: An Empirical Case Study in the UK Beverage Industry”, *Journal of Innovative Marketing*, Vol. 2, Iss. 2, pp. 134-151 (ISSN: 1814-2427- Business Perspectives)

Miscellaneous

Vrontis, D., Thrassou, A. and Wei, C-H. (2006) ‘A critical evaluation of strategic market entry theories and practices: the case of Hewlett-Packard’, *Journal for International Business and Entrepreneurship Development*, Vol. 3, No. 1/2, pp.152–170.

ABS Rating 1

(2007)

Vrontis, D. and Thrassou, A. (2007) "A new conceptual framework for business-consumer relationships", *Marketing Intelligence & Planning*, Vol. 25 Iss: 7, pp.789 - 806

ABS Rating 1

Vrontis, D., Thrassou, A. and Melanthiou, Y. (2007), “A Contemporary Higher Education Student-Choice Model for Developed Countries”, *Journal of Business Research*, Vol. 60, Number 9, pp.979-989 (ISSN: 0148-2963-Elsevier).

ABS Rating 3

Vrontis, D. and Thrassou, A. (2007), “Adaptation vs. Standardisation in International Marketing- The country-of-origin effect”, *Journal of Innovative Marketing*, Vol. 3, Issue 4, pp. 7-21(ISSN: 1814-2427-Business Perspectives).

Miscellaneous

<u>Full Citation</u>	<u>Primary Listing / Document Type</u>
Thrassou A., Lijo P.R. (2007), <i>Customer Perceptions Regarding Usage of Mobile Banking Services - The Case of Kuwait</i> , World Journal of Business Management, Vol 1, Issue 1, pp.3-16	Miscellaneous
(2008)	
Thrassou, A. and Vrontis, D. (2008), "International Strategic Marketing of the Small Construction Consultancy Firm - The Case of Cypriot Firms", <i>International Journal of Entrepreneurship and Small Business</i> , Vol. 6, No. 2, pp. 296-314 (ISSN: 1476-1297-Inderscience).	ABS Rating 2
Vrontis, D. Thrassou, A. and Ching-Wei Ho (2008), "The Marketing Implications of the 'Undesired Self' – the case of Chinese Y-Generation", <i>Journal for Global Business Advancement</i> , Vol. 1, No. 4, pp. 390-408 (ISSN: 1746-966X-Inderscience).	ABS Rating 1
Thrassou A., Lijo P.R. (2008), <i>Motivators and Critical factors in Mobile Banking Communications - The Case of Kuwait</i> , Journal for Global Business Advancement, Volume 1, Number 4, pp 327-349	ABS Rating 1
Thrassou, A. and Vrontis, D. (2008), "Internet Marketing by SMEs: Towards Enhanced Competitiveness and Internationalisation of professional services", <i>International Journal of Internet Marketing and Advertising</i> , Vol. 4, Nos 2/3, pp. 241-261 (ISSN: 1477-5212- Inderscience).	ABS Rating 1
Thrassou A., Kone C., Panayidou A. (2008), <i>Women Shoppers in Cyprus- Behaviour, Beliefs and Perceptions of Self</i> ,International Journal of Management Cases, Vol.10, Issue 3	Miscellaneous
Thrassou, A., Kone C., Panayidou A (2008), <i>Women's Shopping Behaviour and Consumer Beliefs: the Case of Cyprus</i> , The Business Review, Cambridge, Vol.11, No.2, ISSN 1553-5827	Miscellaneous
Vrontis, D. and Thrassou, A. (2008), Editorial, International Journal of Internet Marketing and Advertising, <i>Special issue on: Breaking the Barriers – The Role of the Internet in the International Marketing of SMEs</i> , Vol. 4, Nos. 2/3, 2008	ABS Rating 1
(2009)	
Vrontis, D., Thrassou, A. and Lamprinou, I. (2009), "International Marketing Adaptation versus Standardisation of Multinational Companies", <i>International Marketing Review</i> , Vol. 26, Nos. 4 and 5, pp. 477-500, ISSN: 0265-1335-Emerald	ABS Rating 3
Thrassou, A. and Vrontis, D. (2009), "A New Consumer Relationship Model: The Marketing Communications Application", <i>Journal of Promotion Management</i> , Volume 15, Issue 4, pp. 499-521, DOI: 10.1080/10496490903281270	Scopus
("TOP 10 MOST CITED & MOST READ PAPERS OF THE PAST 3 YEARS", http://www.tandfonline.com/action/showMostCitedArticles?journalCode=wjpm20#.VGt1CfmUcll , ACCESSED NOVEMBER 18 TH , 2014)	

Full Citation**Primary Listing /
Document Type**

- Thrassou, A., Vrontis, D. and McDonald, M. (2009) "A Marketing Communications Framework for Small Political Parties in Developed Countries", *Marketing Intelligence and Planning*, Vol. 27, Iss. 2, pp. 268-292, ISSN: 0263-4503, Emerald, (**HIGHLY COMMENDED AWARD WINNER AT THE LITERATI NETWORK AWARDS FOR EXCELLENCE 2010 - chosen following consultation amongst the journal's Editors, Editorial Team and Publishers and 'selected as one of the most impressive pieces of work throughout 2009'**).
- Papasolomou, I. and Thrassou, A. (2009), Editorial, *EuroMed Journal of Business*, Special Issue on: *Marketing Communications - Trends and Developments*, vol 4, Iss. 3, <https://doi.org/10.1108/emjb.2009.34604caa.001>
- (2010)**
- Vrontis, D., Thrassou, A. and Razali, M. Z. (2010), "Internal Marketing as an Agent of Change – Implementing a New Human Resource Information System for Malaysian Airlines", *Journal of General Management* , Vol.36, No. 1, pp. 21-41 (ISSN: 0306-3070- Braybrooke Press).
- (2011)**
- Vrontis, D., Thrassou, A. and Czinkota, M. R. (2011), "Wine Marketing: A Framework for Consumer-Centred Planning", *Journal of Brand Management*, Vol. 18, No. 4/5, pp. 245-263 (ISSN: 1350-231X- Palgrave Macmillan).
- Thrassou, A., Vrontis, D. and Kotabe, M. (2011), "Towards a Marketing Communications Model for Small Political Parties - A Primary Principles Strategic Perspective for Developed Countries", *Cross Cultural Management: An International Journal*, Vol. 17, No. 3, pp. 263-292 (ISSN: 1352-7606- Emerald).
- Singh, S., Vrontis, D. and Thrassou, A. (2011), Green Marketing and Consumer Behaviour: The Case of Gasoline Products, *Journal of Transnational Management*, Vol. 16, Issue 2, pp. 84-106, ISSN: 1547-5778, Taylor and Francis Group.
- Vrontis, D. and Thrassou, A. (2011) "The Renaissance of Commandaria - A Strategic Branding Prescriptive Analysis", *Journal for Global Business Advancement*, Vol. 4, No. 4, pp. 302-316 (ISSN: 1746-966X-Inderscience).
- Vrontis, D., Thrassou, A. and Rossi, M. (2011), "Italian Wine Firms: Strategic Branding and Financial Performance", *International Journal of Organisational Analysis*, Vol. 19, No. 4, pp. 288-304, ISSN: 1934-8835, Emerald (**OUTSTANDING PAPER AWARD WINNER AT THE LITERATI NETWORK AWARDS FOR EXCELLENCE 2012 - chosen following consultation amongst the journal's Editors, Editorial Team and Publishers and selected as the most impressive piece of work throughout 2011**).
- Rossi, M., Vrontis, D. and Thrassou A (2011), "Financing Innovation: Venture Capital Investments in Biotechnology Firms", *International Journal of Technology Marketing*, Vol. 6, No. 4, pp.355-377 (ISSN: 1741-878X, Inderscience).

ABS Rating 1

ABS Rating 1

ABS Rating 2

ABS Rating 2

ABS Rating 1

ABS Rating 1

ABS Rating 1

ABS Rating 1

Scopus

Full Citation**Primary Listing /
Document Type****(2012)**

Rossi, M., Vrontis, D. and Thrassou, A. (2012), "Wine Business in a Changing Competitive Environment - Strategic and Financial Choices of Campania Wine Firms", *International Journal of Business and Globalisation*, Vol. 8, No. 1, pp. 112-130 (ISSN: 1753-3627-Inderscience).

Scopus

Thrassou, A., Vrontis, D., Chebbi, H. and Yahiaoui, D. (2012), "A Preliminary Strategic Marketing Framework for New Product Development", *Journal of Transnational Management*, Vol. 17, No. 1, pp. 21-44 (ISSN:1547-5778 – Routledge, Taylor and Francis).

ABS Rating 1

Thrassou, A., Vrontis, D., Kartakoullis N.L. and Kriemadis, T. (2012), "Contemporary Marketing Communications Framework for Football Clubs", *Journal of Promotion Management*, Vol. 18:3, pp. 278-305 (ISSN: 1049-6491 – Routledge, Taylor and Francis).

Scopus

Vrontis, D., Thrassou, A., Chebbi, H. and Yahiaoui, D. (2012), Transcending Innovativeness Towards Strategic Reflexivity, *Qualitative Market Research: An International Journal*, Vol. 15 Iss: 4, pp.420 – 437, DOI 10.1108/13522751211257097

ABS Rating 2

Bresciani, S., Thrassou, A. and Vrontis, D. (2012), "Human Resource Management – Practices, Performance and Strategy in the Italian Hotel Industry", *World Review of Entrepreneurship, Management and Sustainable Development*, Vol. 8, No. 4, pp.405-423, (ISSN: 1746-0573 Inderscience)

ABS Rating 1

(2013)

Kartakoullis, N. L., Vrontis, D., Thrassou, A. and Kriemadis, T. (2013) "Strategic Resource Planning for Football Clubs", *Journal for International Business and Entrepreneurship Development*, Vol 7 No 1, pp. 1-20 (ISSN: 1549-9324-Inderscience). DOI: 10.1504/JIBED.2013.052128

ABS Rating 1

Bresciani, S., Thrassou, A. and Vrontis, D., 2013, "Change through Innovation in Family Businesses: Evidence from an Italian Sample", *World Review of Entrepreneurship, Management and Sustainable Development*, 9(2) pp.195-215 (ISSN: 1746-0573 Inderscience)

ABS Rating 1

Chebbi, H., Yahiaoui, D., Thrassou, A. and Vrontis, D. (2013), "The Exploration Activity's Added Value Into the Innovation Process", *Global Business and Economics Review*, Vol. 15, No 2/3, pp. 265-278 (ISSN: 1097-4954, Inderscience). DOI: 10.1504/GBER.2013.053073

ABS Rating 1

Rossi, M., Thrassou, A. and Vrontis D. (2013), "Football Performance and Strategic Choices in Italy and Beyond", *International Journal of Organizational Analysis*, Vol. 21, No. 4, pp. 546-564 (ISSN: 1934-8835, Emerald). DOI: 10.1108/IJOA-04-2013-0659

ABS Rating 1

<u>Full Citation</u>	<u>Primary Listing / Document Type</u>
Kartakoullis, N. L., Thrassou, A., Vrontis, D. and Kriemadis, T. (2013), "Football Facility and Equipment Management", <i>Journal for Global Business Advancement</i> , Vol. 6, No. 4, pp. 265-282 (ISSN: 1746-966X-Inderscience). DOI: 10.1504/JGBA.2013.058273	ABS Rating 1
(2014)	
Thrassou, A., Vrontis, D., Bresciani, S. (2014), Strategic Reflexivity in the Hotel Industry – A Value Based Analysis, <i>World Review of Entrepreneurship, Management and Sustainable Development</i> , Vol. 10, Nos 2/3, pp.352-371 (ISSN: 1746-0573 Inderscience)	ABS Rating 1
Rossi, M., Vrontis, D. and Thrassou A. (2014), Agro Business in a Changing Competitive Environment – Campania firms' strategic, marketing and financial choices, <i>World Review of Entrepreneurship, Management & Sustainable Development</i> , Vol. 10. Nos 2/4, pp 312-333	ABS Rating 1
Papasolomou I., Thrassou, A., Vrontis D., Sabova M. (2014), Marketing Public Relations: A Consumer-focused Strategic Perspective, <i>Journal of Customer Behavior</i> , Vol. 13, No. 1, pp. 5-24, Westburn Publishers Ltd., ISSN1475-3928 / ISSN1477-6421 DOI 10.1362/147539214X14024779343631	ABS Rating 1
Amirkhanpour M., Vrontis D., Thrassou A. (2014), "Mobile Marketing: A Contemporary Strategic Perspective", <i>International Journal of Technology Marketing</i> , Vol. 9, No. 3. (ISSN:1741-878X - Inderscience).	Miscellaneous
Vrontis, D., Thrassou, A., Kartakoullis, N. L. and Kriemadis, T. (2014), Strategic Marketing Planning for Football Clubs: A Value-Based Analysis, <i>Journal for Global Business Advancement</i> , Volume 7, No.4, pp.355-374	ABS Rating 1
Conto F., Vrontis D., Fiore M., Thrassou A. (2014), Strengthening Regional Identities and Culture through Wine Industry Cross Border Collaboration, <i>British Food Journal</i> , Vol. 116 Is. 11, pp. 1788-1807, Permanent link to this document: http://dx.doi.org/10.1108/BFJ-02-2014-0075	ABS Rating 1
(2015)	
Bresciani, S., Thrassou, A. and Vrontis, D. (2015), Determinants of Performance in the Hotel Industry - An Empirical Analysis of Italy, <i>Global Business and Economics Review</i> , Vol.17, No.1, pp.19-34 (ISSN: 1097-4954).	ABS Rating 1

<u>Full Citation</u>	<u>Primary Listing / Document Type</u>
Chebbi, H., Yahiaoui, D., Vrontis, D., Thrassou, A. (2015), "Building Multiunit Ambidextrous Organizations: A transformative framework", Human Resource Management, Special Issue on Ambidexterity of Human Resource Management, Volume 54, Issue S1, December 2015, Pages s155–s177, DOI:10.1002/hrm.21662	ABS Rating 4
Bresciani, S., Thrassou, A. and Vrontis, D. (2015), Strategic R&D Internationalization in Developing Asian Countries - The Italian Experience, World Review of Entrepreneurship, Management & Sustainable Development, Inderscience Publishers, Vol.11, Nos. 2/3, pp. 200-216 (ISSN: 1746-0573 - Inderscience).	ABS Rating 1
Rossi, M., Vrontis, D. and Thrassou, A. (2015), Biotechnological Mergers and Acquisitions: Features, Trends and New Dynamics, Journal of Research in Marketing and Entrepreneurship, Vol 17, No.1, pp.91-109	Scopus
Festa, G., Vrontis, D., Thrassou, A., and Ciasullo, M.V. (2015). A value co-creation model for wine tourism, International Journal of Management Practice, Vol. 8, No. 3, 2015, pp. 247-267.	ABS Rating 1
Vrontis, D, Viassone M. and Thrassou A. (2015), The role and potential of Social Networks Sites in tertiary education, Sinergie Italian Journal of Management, Vol. 33, Issue No.97, pp. 55-82	Leading Italian Scientific Journal
Shuv-Ami A., Thrassou A., Vrontis D. (2015), Contemporary Sports Club Branding - Empirical Findings on Basketball and Value-Based Conceptual Constructs, The Marketing Review, Vol. 15, No 4, pp. 503-524	Miscellaneous
Shuv-Ami A., Thrassou A., Vrontis D. (2015), Fans' Brand Commitment to Basketball Teams - Establishing the validity and reliability of a new multidimensional scale, Journal of Customer Behavior, Vol. 14, No.4, pp. 311-329	ABS Rating 1
Thrassou, A. and Papasolomou, I. (2015), Editorial, <i>The Marketing Review</i> , Special Issue on: Contemporary Marketing Trends Across the Euro-Mediterranean Region, Vol. 15, No 4, pp.400-404, https://doi.org/10.1362/146934715X14503490535902	ABS Rating 1
(2016)	
Thrassou, A. (2016), "Global agrifood management paradigms from the Italian industry", British Food Journal (Editorial), Vol. 118 Iss: 8. DOI http://dx.doi.org/10.1108/BFJ-05-2016-0225	ABS Rating 1
Thrassou, A. (2016), Real-Time Analysis of Cyprus' Embryonic Oil & Gas Industry, EuroMed Journal of Business, Vol. 11 Iss: 3, pp.376–402, DOI: http://dx.doi.org/10.1108/EMJB-11-2015-0055	ABS Rating 1
Thrassou, A., Vrontis, D., Tsakiris, T., Hadjistassou C. (2016), The Cyprus Oil & Gas Industry's Indirect Business Effects – A predictive real-time analysis, Journal of Transnational Management, Vol. 21, Iss.3, pp.115-141, DOI: 10.1080/15475778.2016.1192915	ABS Rating 1
(2017)	

<u>Full Citation</u>	<u>Primary Listing / Document Type</u>
Vrontis, D., Thrassou, A., Santoro, G. and Papa A. (2017), Ambidexterity, external knowledge and performance in knowledge-intensive firms, <i>Journal of Technology Transfer</i> , 42(2), 374-388, DOI: 10.1007/s10961-016-9502-7	ABS Rating 2
Chebbi, H., Yahiaoui, D., Vrontis, D., Thrassou, A. (2017), The Impact of Ambidextrous Transformational Leadership on the Internationalization of Emerging Market Firms – the case of India, <i>Thunderbird International Business Review</i> , Vol. 59, Issue 3, pp. 421-436	ABS Rating 2
Vrontis, D., Thrassou, A. and Amirkhanpour, M. (2017), “B2C Smart Retailing: A Consumer-Focused Value-Based Analysis of Interactions and Synergies” <i>Technological Forecasting and Social Change</i> , Vol. 124, pp. 271-282, DOI: https://doi.org/10.1016/j.techfore.2016.10.064	ABS Rating 3
Chebbi, H., Yahiaoui, D., Thrassou, A. (2017), Multi-Country Collaborative Innovation in the Internationalisation Process, <i>International Marketing Review</i> , Vol. 34, Iss. 1, pp. 109-137, DOI 10.1108/IMR-12-2015-0286	ABS Rating 3
Melanthiou, Y., Thrassou, A. and Vrontis, D. (2017), ‘A value-based transcription of student choices into higher education branding practices’, <i>Global Business and Economics Review</i> , Vol. 19, No. 2, pp.121–136, https://doi.org/10.1504/GBER.2017.082574 .	ABS Rating 1
Festa, G., Ciasullo M.V., Vrontis, D. and Thrassou, A. (2017), Cooperating for competing - A Small Italian Wineries’ Internationalisation Strategy Case Study, <i>Global Business and Economics Review</i> . 19(5):1., pp/ 648-670 DOI: 10.1504/GBER.2017.10004435	ABS Rating 1
Tardivo G., Thrassou A., Viassone M., Serravalle F. (2017), Value Co-creation in the beverage and food industry, <i>British Food Journal</i> , Vol. 119 Issue: 11, pp.2359-2372, https://doi.org/10.1108/BFJ-02-2017-0119	ABS Rating 1
Thrassou, A. and Frey, M. (2017), Business evolution across organisational types and sectors in the Euro-Mediterranean Region, <i>Sinergie Italian Journal of Management</i> , v35, No.102, Special Issue on ‘Business Evolution Across the Euro-Mediterranean Region’, ISSN 0393-5108, DOI 10.7433/s102.2017.03 pp. 23-2	Leading Italian Scientific Journal
Fait M., Scorrano P., Maizza A., Thrassou, A. (2017), A Framework For Analysing Convergence Between Online Brand Identity And Online Brand Image - The Museum’s Case, <i>Sinergie Italian Journal of Management</i> , Vol. 35, Issue 104	Leading Italian Scientific Journal
(2018)	
Santoro, G., Vrontis, D., Thrassou, A., Dezi, L. (2018). The Internet Of Things: Building Knowledge Management Systems For Open Innovation And Knowledge Management Capacity, <i>Technological Forecasting and Social Change</i> , Volume 136, Pages 347-354, DOI: https://doi.org/10.1016/j.techfore.2017.02.034 [ranked amongst t the most downloaded articles from TFSC in May-July 2019]	ABS Rating 3

<u>Full Citation</u>	<u>Primary Listing / Document Type</u>
Al Khoury G., Thrassou A., Kaufmann, H.R (2018), Utilisation of emotional intelligence in the retail banking sector - a preliminary model for Lebanon, <i>Global Business and Economics Review</i> , DOI: 10.1504/GBER.2018.094446	ABS Rating 1
Shuv-Ami, A., Vrontis, D., Thrassou, A. (2018), Brand Lovemarks Scale of Sport Fans, <i>The Journal of Promotion Management</i> , Vol. 24., Issue 2, pp. 235-232, DOI 10.1080/10496491.2017.1360824	Scopus
Demetriou, M., Thrassou, A. and Pappasolomou, I., (2018) Beyond Teaching CSR and Ethics in Tertiary Education: the Case of the University of Nicosia, Cyprus (EU), <i>World Review of Entrepreneurship, Management and Sustainable Development</i> , Vol. 14, Nos. 1/2, 2018, pp. 97-122 https://doi.org/10.1504/WREMSD.2018.089079	ABS Rating 1
Thrassou, A., Vrontis, D. and Bresciani, S. (2018), The Agile Innovation Pendulum: Family Business Innovation and the Human, Social and Marketing Capitals, <i>International Studies of Management and Organization</i> , Vol. 48, No.1, March 2018, pp 88-104, http://www.tandfonline.com/doi/full/10.1080/00208825.2018.1407086	ABS Rating 2
Thrassou, A., Vrontis, D. and Bresciani, S. (2018), The Agile Innovation Pendulum: A strategic marketing multicultural model for family businesses, <i>International Studies of Management and Organization</i> , Vol. 48, No.1, March 2018, pp. 105-120, http://www.tandfonline.com/doi/full/10.1080/00208825.2018.1407178	ABS Rating 2
Thrassou, A., Pappasolomou I., Demetriou, M. (2018), Strategic Implications of Cyprus' Emerging Oil & Gas Industry, <i>EuroMed Journal of Business</i> , Vol. 13 Issue: 2, pp.236-249, https://doi.org/10.1108/EMJB-12-2016-0036	ABS Rating 1
El Namar, S., Vrontis, D., Thrassou, A. (2018), An Innovative Stakeholder Framework for the Student-Choice Decision Making Process, <i>Journal of Business Research</i> , Vol., No. X., (ISSN: 1751-1062, Emerald), https://doi.org/10.1016/j.jbusres.2018.11.053	ABS Rating 3
Christofi, E., Christofi, M., Vrontis, D., Thrassou, A. (2018), Customer Engagement through Choice in Cause-Related Marketing: A Potential for Global competitiveness, <i>International Marketing Review</i> , https://doi.org/10.1108/IMR-04-2018-0133	ABS Rating 3
Leonidou, E., Christofi, M., Vrontis, D., Thrassou, A. (2018), An integrative framework of stakeholder engagement for innovation management and entrepreneurship development, <i>Journal of Business Research</i> , https://doi.org/10.1016/j.jbusres.2018.11.054	ABS Rating 3
Shams, R., Vrontis, D., Belyaeva, Z., Thrassou, M. and Christofi, M. (2018), "Historical Perspectives on Social Business Enterprises: Looking Backward to Move Forward", <i>Journal of Social Entrepreneurship</i> , Call for Papers, Vol. 9, No. 3, pp. 288–293, DOI: https://doi.org/10.1080/19420676.2018.1494778 (ISSN: 1942-0676 - Routledge - Taylor and Francis)	ABS Rating 2
(2019)	
Shams, R. and Thrassou, A. (2019), Theorization and industry-based research project development: Bridging the industry–academia research gap, <i>Industry and Higher Education</i> , Volume 33, Issue 2, 1 April 2019, Pages 79-82, DOI: 10.1177/0950422218797919	ABS Rating 1

<u>Full Citation</u>	<u>Primary Listing / Document Type</u>
Santoro, G., Thrassou, A., Bresciani, S. (2019). Do Knowledge Management and Dynamic Capabilities Affect Ambidextrous Entrepreneurial Intensity and Firm's Performance? <i>IEEE Transactions on Engineering Management</i> . Print ISSN: 0018-9391, Online ISSN: 1558-0040 DOI 10.1109/TEM.2019.2907874	ABS Rating 3
Christofi, M., Vrontis, D., Thrassou, A, Shams, S.M.R. (2019), Triggering technological innovation through cross-border mergers and acquisitions: a micro-foundational perspective, <i>Technological Forecasting and Social Change</i> , 146, pp. 148-166	ABS Rating 3
Christofi, M., Thrassou, A., Chebbi, H., Ahmed, Z., Grandhi, B., Iaia, L. (2019), CRM campaigns with choice for enhanced business process performance: the collectivist customers' collaborative role for positive Word-of-Mouth, <i>Business Process Management Journal</i>	ABS 2
Dimitropoulos, P. Koronios, K., Thrassou, A., Vrontis., D. (2019), Cash Holdings, Corporate Performance and Viability of Greek SMEs – A stakeholder Relationship Management Perspective, <i>EuroMed Journal of Business</i>	ABS 1
Serravalle, Ferraris, A., Vrontis, D., Thrassou, A., Christofi, M. (2019), Augmented Reality in the Tourism Industry: a multi-stakeholder analysis of museums, <i>Tourism Management Perspectives</i> , Vol.32(2019), https://doi.org/10.1016/j.tmp.2019.07.002	ABS 2
(2020)	
Thrassou, A., Santoro, S., Leonidou, E., Vrontis, D., Christofi, M. (2020), Emotional intelligence and perceived negative emotions in intercultural service encounters: Building and utilizing knowledge in the banking sector, <i>European Business Review</i> , https://doi.org/10.1108/EBR-04-2019-0059	ABS 2
Campanella, F., Del Giudice, M., Thrassou, A., Vrontis, D. (2020), Ambidextrous Organizations in the Banking Sector: an Empirical Verification on Banks' Performance and Conceptual Development, <i>International Journal of Human Resource Management</i> , Vol. 31, No. 2, pp. 272–302, DOI: 10.1080/09585192.2016.1239122	ABS Rating 3
Liu, Y., Vrontis, D., Visser, M., Stokes, P., Smith, S., Moore, N., Thrassou, A., Ashta , A. (2020), Talent management and the HR function in cross-cultural mergers and acquisitions: The role and impact of bi-cultural identity, <i>Human Resource Management Review</i>	ABS Rating 3
Migliore, G., Thrassou, A., Crescimanno, M., Schifani, G., Galati, A., (2020), Consumers' purchase intention of natural wines, <i>British Food Journal</i> DOI 10.1108/BFJ-07-2019-0474	ABS 1
Chatterjee, S., Chaudhuri, R., Vrontis, D., Thrassou, A., Ghosh, S. and Chaudhuri, S. (2020), Social Customer Relationship Management Factors and Business Benefits, <i>International Journal of Organizational Analysis</i> , DOI: 10.1108/IJOA-11-2019-1933 (ISSN: 1934-8835, Emerald)	ABS 1

Full Citation**Primary Listing /
Document Type**

Thrassou, A., Vrontis, D., Crescimanno M., Galati A. and Tinervia S. (2020), The Requisite Match between Internal Resources and Network Ties to cope with Knowledge Scarcity, *Journal of Knowledge Management*

ABS 2

FOURTHCOMING / ACCEPTED WORKS

Shams, S.M.R., Vrontis, D., Thrassou, A., Christofi, M., Themistocleous, C. (accepted), The dynamics of contextual ambidextrous dynamic capabilities and authenticity: A theoretical synchronisation for competitive advantage, *General Management*

ABS 2

Pjero, E., Thrassou, A., Vrontis, D. (accepted), Measuring Marketing and Brand Communications Performance: A Developing European Country Perspective, Cambridge Scholars Publishing, Newcastle upon Tyne, UK. ISBN (10): 1-5275-4678-0, ISBN (13): 978-1-5275-4678-3

Authored Book

Vrontis, D., Thrassou, A., Czinkota, M.R., Christofi, M., Shams, S.M.R. (Accepted), Cause-Related Marketing in International Business: What Works and What Doesn't?, *International Marketing Review*

ABS 3

Georgiou, T., Vrontis, D., Papisolomou, I., Thrassou, A. (accepted), The process of succession and its impact on sustainability: An empirical study within family wineries in Cyprus, *International Journal of Globalization and Small Business*

ABS 1

Thrassou, A., Belyaeva, Z., Vrontis, D., Shams, R., Galati, A. (accepted), Cross-cultural Knowledge Management for organizational efficacy: The Role of Stakeholder Causal Scope Analysis (Editorial), *European Business Review*

ABS 2

Christofi, M., Vrontis, D., Thrassou, A. (Accepted), A Thematic Analysis of Obesity and Marketing and an Agenda for Future Enquiry, European Marketing Academy (EMAC) 2020 Annual Conference, 27-29 May 2020, Corvinus University of Budapest, Hungary

Conference Paper

Thrassou, A., Vrontis, D., Santoro, A., Christofi, M., Ferraris, A. (accepted) Strategic Agility, Openness and Performance: A Quantitative Analysis with Foreign Firms Operating in Emerging Markets, Conference research presentation (interactive session), *Academy of International Business (AIB)*, July 2-6, Miami, Florida, USA

Conference Paper

Thrassou, A., Vrontis, D., Weber, Y., Shams, R., Tsoukatos, E. (under review), Editorial Introduction - The changing opportunities and Challenges of SMEs in Contemporary Business, in Thrassou, A., Vrontis, D., Weber, Y., Shams, R., Tsoukatos, E. (Eds), *The Changing Role of SMEs in Global Business: Paradigms of Opportunities and Challenges*, (Volume 3, 2020, book series: Palgrave Studies in Cross-Disciplinary Business Research, In Association with EuroMed Academy of Business), Palgrave Macmillan (Springer), Cham, Switzerland

Book Chapter

Full Citation**Primary Listing /
Document Type**

Thrassou, A., Vrontis, D., Weber, Y., Shams, R., Tsoukatos, E. (under review), Editorial Introduction – Contextual Evolution of SMEs Across Markets, Disciplines and Sectors, in Thrassou, A., Vrontis, D., Weber, Y., Shams, R., Tsoukatos, E. (Eds) <i>The Changing Role of SMEs in Global Business: Contextual Evolution Across Markets, Disciplines and Sectors</i> , (Volume 4, 2020, book series: Palgrave Studies in Cross-Disciplinary Business Research, In Association with EuroMed Academy of Business), Palgrave Macmillan (Springer), Cham, Switzerland	Book Chapter
Thrassou, A., Uzunboylu, N., Vrontis, D., Christofi, M. (under review), Digitalization of SMEs: A review of Opportunities and Challenges, in Thrassou, A., Vrontis, D., Weber, Y., Shams, R., Tsoukatos, E. (Eds) <i>The Changing Role of SMEs in Global Business: Contextual Evolution Across Markets, Disciplines and Sectors</i> , (Volume 4, 2020, book series: Palgrave Studies in Cross-Disciplinary Business Research, In Association with EuroMed Academy of Business), Palgrave Macmillan (Springer), Cham, Switzerland	Book Chapter
Thrassou, A., Vrontis, D., Weber, Y., Shams, R., Tsoukatos, E. (Eds / In Progress), <i>The Changing Role of SMEs in Global Business: Paradigms of Opportunities and Challenges</i> , (Volume 3a, book series: Palgrave Studies in Cross-Disciplinary Business Research, In Association with EuroMed Academy of Business), Palgrave Macmillan (Springer), Cham, Switzerland	Edited Book
Thrassou, A., Vrontis, D., Weber, Y., Shams, R., Tsoukatos, E. (Eds / In Progress), <i>The Changing Role of SMEs in Global Business: Contextual Evolution Across Markets, Disciplines and Sectors</i> , (Volume 3b, book series: Palgrave Studies in Cross-Disciplinary Business Research, In Association with EuroMed Academy of Business), Palgrave Macmillan (Springer), Cham, Switzerland	Edited Book
Viassone, M., Vrontis D., Thrassou A. (accepted), The Utilisation of Digital Media for Branding Startups, <i>International Journal of Entrepreneurship and Small Business</i>	ABS 2
UNDER REVIEW WORKS	
Koronios, K., Ntasis, L., Dimitropoulos, P., Thrassou, A., Papaioannou, A., Papadopoulos (Under Review), A. Marketing to the Generations: How Diverse Generations Respond to Sport Sponsorship. 13 th Annual Euromed Academy Of Business (EMAB), Business Theory and Practice Across Industries and Markets Palermo, Italy, September 16-18, 2020	Conference Paper
Mallat, A., Vrontis, D., Thrassou, A. Nemer, S. (under review), Patient Satisfaction in the Context of Public-Private Partnerships, <i>International Journal of Organizational Analysis</i>	ABS 1
Thrassou, A. (Under Review), The Soft Value of Tertiary Education, in Bresciani, S., Viassone, M. and Sarravalle, F., <i>Creating value through the virtuous circle of Business-University-Institutions-Territory</i> , University of Torino	Invited Book Chapter
Christofi, M., Vrontis, D., Thrassou, A. (under review – <i>extended paper proposal accepted</i>), Agility and flexibility in international business research: A comprehensive review and future research directions, <i>Journal of World Business (Annual Review)</i>	ABS 4

<u>Full Citation</u>	<u>Primary Listing / Document Type</u>
Yiapanas, G., Thrassou, A., Kartakoullis, N. (under review), A Comprehensive Football Industry Stakeholders' Saliency Framework, <i>Global Business And Economics Review</i>	ABS 1
Christofi, M., Leonidou, E., Vrontis, D., Thrassou, A. (under review), A Multi-Dimensional Framework of Contextual Ambidexterity: A Systematic Review of the Literature. <i>Journal of Management Studies</i>	ABS 4
Shams, R., Vrontis, D., Thrassou, A., Christofi, M. (under review), Academic Propaganda: detection, remedy and conceptualization, <i>Global Business and Economics Review</i>	ABS 1
Yahiaoui, D., Chebbi, H., Beddi, H., Thrassou, A., (under review), Reconsidering the HR strategy in an emerging market: a strategic improvisation perspective of French MNE in the Tunisian post revolution context, <i>European Management Review</i>	ABS 3
Thrassou, A., Chebbi, H. (editors' review paper, under EIC review), <i>Euromed Journal of Business</i> , Special Issue on "Postmodern approaches to management and rising new forms of organizations in the Euro-Mediterranean Region"	ABS 1 - Scopus 48/250
Epaminondas, E., Thrassou, A., Vrontis, D., (under review), Information Communication Technology, Knowledge Management, Job and Customer Satisfaction: A study of Healthcare Workers in Lebanon, <i>Journal of Knowledge Management</i>	ABS 2
Chatterjee, S., Chaudhuri, R., Vrontis, D., Thrassou, A., Ghosh, S.K. (under review), Development of a comprehensive framework for adoption of ICT enabled CRM system: An Indian case theoretic approach, <i>Journal of Asia Business Studies</i>	ABS 1
Tulone, A., Galati, A., Thrassou, A., Vrontis, D. (under review), Intention of coastal communities to support climate change mitigation policies for fish and marine ecosystem preservation, <i>Marine Policy</i>	ABS 2

CONFERENCE PROCEEDINGS, PRESENTATIONS AND SEMINARS/SPEECHES/TALKS

Thrassou A. (2004), "Strategic Marketing Management of Construction Consultants in Emerging Markets - Lessons from the Case of Cyprus", IIMK - NASMEI International Conference on Marketing Strategies for Firms in Emerging Markets, Calicut, India, December 2004 (Reference: Dr. Rajendra Nargundkar, Indian Institute of Management, Kozhikode) – <i>Publication Status Unclear</i>	
Thrassou, A. and Vrontis, D. (2005), "An Integrated Marketing Communications System Model for Construction Consultants in Cyprus", <i>10th International Conference on Corporate and Marketing Communications</i> , Nicosia, Cyprus, April 2005, ISBN 9963-634-24-9	Proceedings
Thrassou, A. and Vrontis, D. (2005), "A New Symbiotic Model for the Business-Consumer Relationship and Communication", 2nd Workshop On Relationship Marketing, The Future Of Relationship Marketing, <i>The European Institute for Advanced Studies in Management (EIASM)</i> , Brussels, Belgium, October 4-5.	

<u>Full Citation</u>	<u>Primary Listing / Document Type</u>
Thrassou A., Vrontis D., Melanthiou Y. (2006), "A Contemporary Higher Education Student-Choice Model for the Developed Countries", <i>1st Academy of Marketing Symposium, Marketing Higher Education</i> , Nicosia, Cyprus, January 3-5.	Proceedings
Thrassou A. and Vrontis D. (2006), "Internationalisation Strategy for SMEs – The Case of Cyprus' Professional Services Firms", <i>4th Workshop on International Strategy and Cross-Cultural Management, The European Institute for Advanced Studies in Management</i> , Toulouse, September 29-30.	
Thrassou, A. (2007), <i>Internet Marketing by Professional Services' SMEs – A strategic orientation perspective</i> , First Global Conference on eCommerce & Internet Governance, October 19-20, 2007, Sousse, Tunisia – <i>Publication Status Unclear</i>	Proceedings
Thrassou A., Kone C., Panayidou A. (2008), <i>Women Shoppers in Cyprus- Behaviour, Beliefs and Perceptions of Self</i> , Proceedings, 5 th International Conference for Consumer Behaviour and Retailing Research (CIRCLE), 26 th - 29 th March 2008, University of Nicosia, School of Business	Proceedings
Alkis Thrassou, Kone C., Panayidou A (2008), <i>Women's Shopping Behaviour and Consumer Beliefs: the Case of Cyprus</i> , Global Business & Economics Research Conference, Istanbul, Turkey, 6-9 August, 2008 – <i>Publication Status Unclear</i> (BEST PRESENTER AWARD).	Proceedings
Kokkinaki, A. I.; Mylonas, S.; Thrassou, A.; Economon, L.; Kountouris, I.; and Panayiotou, P. (2008), <i>Local E-Government in Cyprus: A Comparison of Perceptions Between Citizens and Decision Makers</i> , ICIS 2008 Proceedings. Paper 48, http://aisel.aisnet.org/icis2008/48	Proceedings
A. I. Kokkinaki and A. Thrassou (2008), <i>A Usability Study of E-Government Initiatives in Cyprus</i> , Proceedings of Interfaces and Human Computer Interaction, Amsterdam, The Netherlands, 25-27 July, 2008, pp.212-217	Proceedings
Kokkinaki A., Thrassou A., Christou G. (2008), <i>Internet Consumer Behaviour – Profile and Critical Factors of Behaviour in Cyprus</i> , Presentation & Proceedings, 1st EuroMed Conference, European and Mediterranean Trends and Challenges in the 21st Century, Marseilles, France, November 17-18, 2008, ISBN 978-9963-634-58-3	Proceedings
Vrontis, D. and Thrassou, A. (2009), "Towards a Marketing Communications Model for Small Political Parties - a Strategic Political Marketing Perspective for Developed Countries", <i>14th International Conference on Corporate and Marketing Communications</i> , Nicosia, Cyprus, April 23-24.	Proceedings
Vrontis, D., Thrassou, A. and Rossi, M. (2010), " <i>Strategic Branding of Wine Firms: The Case of Campania Region, Italy</i> ", <i>3rd EuroMed Conference, Business Development across Countries and Cultures</i> , Nicosia, Cyprus, November 4-5, 2010 (ISBN: 978-9963-634-83-5).	Proceedings
Bresciani, S., Thrassou, A. and Vrontis, D. (2010), " <i>Human Resource Management: Practices, Performance and Strategy in the Italian Hotel Industry</i> ", <i>3rd EuroMed Conference, Business Development across Countries and Cultures</i> , Nicosia, Cyprus, November 4-5, 2010 (ISBN: 978-9963-634-83-5).	Proceedings

<u>Full Citation</u>	<u>Primary Listing / Document Type</u>
Vrontis, D. and Thrassou (2011), The Renaissance of Commandaria, Brand Building for Achieving Competitive Advantage, <i>8th CIRCLE (Centre for International Research in Consumers Location and their Environments) Conference</i> , Dubrovnik, Croatia, April 27-29, 2011.	Proceedings
Pavlidis, D., Vrontis, D. and Thrassou A. (2011), "The Renaissance of Commandaria - An Environmental Descriptive Analysis for Achieving a Competitive Advantage", <i>9th Annual International Conference on Marketing</i> , Athens, Greece, July 4-7 2011.	Proceedings
Bresciani, S., Thrassou, A. and Vrontis, D. (2011), " <i>The Link Between Family Business and Innovation: Evidence from an Italian Sample</i> ", <i>4th EuroMed Conference, Business Research Challenges in a Turbulent Era</i> , pp. 290-307, Elounda, Crete, Greece, October 20-21, 2011 (ISBN: 978-9963-711-01-7).	Proceedings
Chebbi, H., Yahiaoui, D., Thrassou, A. and Vrontis, D. (2011), " <i>The Exploration Activity's Added Value into the Innovation Process</i> ", <i>4th EuroMed Conference, Business Research Challenges in a Turbulent Era</i> , pp. 328-342, Elounda, Crete, Greece, October 20-21, 2011 (ISBN: 978-9963-711-01-7).	Proceedings
Vrontis, D., Thrassou, A., Chebbi, H. and Yahiaoui, D. (2011), " <i>A Preliminary Strategic Marketing Framework for New Product Development</i> ", <i>4th EuroMed Conference, Business Research Challenges in a Turbulent Era</i> , pp. 1771-1792, Elounda, Crete, Greece, October 20-21, 2011 (ISBN: 978-9963-711-01-7).	Proceedings
Rossi, M., Vrontis, D. and Thrassou A. (2012), "Agro Business in a Changing Competitive Environment – Campania Firms' Strategic, Marketing and Financial Choices", <i>5th Annual Conference of the EuroMed Academy of Business, Building New Business Models for Success through Innovation, Entrepreneurship, Competitiveness and Responsibility</i> , Glion, Switzerland, 4 th -5 th of October 2012 (ISBN 978-9963-711-07-9).	Proceedings
Bresciani, S., Thrassou, A. and Vrontis, D. (2012), "The Determinants of Performance in the Italian Hotel Industry – An Empirical Analysis", <i>5th Annual Conference of the EuroMed Academy of Business, Building New Business Models for Success through Innovation, Entrepreneurship, Competitiveness and Responsibility</i> , Glion, Switzerland, 4 th -5 th of October 2012 (ISBN 978-9963-711-07-9).	Proceedings
Bresciani, S., Thrassou, A. and Vrontis, D. (2013), "The Internationalization of R&D Activities to Asian Developing Countries", <i>6th Annual Conference of the EuroMed Academy of Business: Confronting Contemporary Business Challenges through Management Innovation</i> , pp. 449-459, Estoril, Portugal, 23 rd -24 th of September 2013 (ISBN: 978-9963-711-16-1)	Proceedings
Rossi, M., Vrontis, D. and Thrassou, A. (2013), "Biotechnological Mergers and Acquisitions: an Overview", <i>6th Annual Conference of the EuroMed Academy of Business: Confronting Contemporary Business Challenges through Management Innovation</i> , pp. 449-459, Estoril, Portugal, 23 rd -24 th of September 2013 (ISBN: 978-9963-711-16-1)	Proceedings

<u>Full Citation</u>	<u>Primary Listing / Document Type</u>
Shuv-Ami A., Thrassou A., Vrontis D., An Exploratory Research on Fan's Brand Commitment To Basketball Teams, 7 th Annual Conference of the EuroMed Academy of Business: "The Future of Entrepreneurship" Kristiansand, Norway, September 18-19, 2014	Proceedings
Maizza A., Fait M., Scorrano P., Vrontis D. and Thrassou A., Attributes Driving the Wine Choice Process, 7 th Annual Conference of the EuroMed Academy of Business: "The Future of Entrepreneurship", Kristiansand, Norway, September 18-19, 2014	Proceedings
Papasolomou I., Iacovidou M., Thrassou A., The Impact Of The Economic Crisis On Higher Education In Cyprus: Marketing Services To Satisfy Internal Customers At The University Of Nicosia (Abstract), 7 th Annual Conference of the EuroMed Academy of Business: "The Future of Entrepreneurship", Kristiansand, Norway, September 18-19, 2014	Proceedings
Invited Speaker, Dec. on "Transforming Cyprus into an Energy Hub", University of Nicosia; UNESCO Amphitheater, Dec 16 th , 2014	Invited Speaker
Thrassou, A. (2015), Real-Time Analysis of an Embryonic Oil & Gas Industry – The case of Cyprus, 8 th Annual Conference of the EuroMed Academy Of Business: "Innovation, Entrepreneurship and Sustainable Value Chain in a Dynamic Environment", Verona, Italy, September 16-18, 2015	Proceedings
Thrassou, A., Vrontis, D., Papasolomou I. (2015), Strategic Implications of an Oil & Gas Industry Study – The Case of Cyprus, 8 th Annual Conference of the EuroMed Academy of Business: "Innovation, Entrepreneurship and Sustainable Value Chain in a Dynamic Environment", Verona, Italy, September 16-18, 2015	Proceedings
Thrassou, A., Tsakiris, T., Hadjistassou C., Vrontis, D. (2015), The Indirect Business Effects of the Cyprus Oil & Gas Industry – A predictive real time analysis, 8 th Annual Conference of the EuroMed Academy of Business: "Innovation, Entrepreneurship and Sustainable Value Chain in a Dynamic Environment", Verona, Italy, September 16-18, 2015	Proceedings
Seminar single speaker: 'Στρατηγικό Μάρκετινγκ: Φιλοσοφία, σχεδιασμός και εφαρμογές για τη σύγχρονη επιχείρηση' [Strategic Marketing: Philosophy, Planning and Applications for the Contemporary Business], Unesco Amphitheater, University of Nicosia, April 22 nd , 2016	Invited Speaker

<u>Full Citation</u>	<u>Primary Listing / Document Type</u>
Invited Talk at Torino University, Cuneo Campus (Università Degli Studi Di Torino - Cuneo Seat): ' <i>Advancing the International Visibility and Contribution of Italian Scholars through Research and Publications</i> ', April 15 th , 2016	Invited Speaker
Al Khoury G., Thrassou A., Kaufmann, H.R. (2016), Emotional Intelligence in the Banking Sector – the Case of Lebanon, Proceedings, 9 th Annual Conference of the EuroMed Academy of Business: "Innovation, Entrepreneurship and Digital Ecosystems", Warsaw, Poland, September 14-16, 2016, pp. 74-77	Proceedings
Seminar single speaker: 'Το Μάρκετινγκ στη Δευτεροβάθμια Εκπαίδευση' [Marketing in Secondary Education], A 3-hr seminar and workshop aimed at secondary education teachers whose curriculum includes marketing, University of Nicosia, Feb 4 th , 2017	Invited Speaker
Thrassou, A., Orfanos, D., Tsoukatos, E. (2017), <i>Linking Motivation With Creativity In Greece</i> , Proceedings, 10 th Annual Euromed Academy Of Business (EMAB) Conference, 'Global and national business theories and practice: bridging the past with the future'. Rome, September 13-15, 2017	Proceedings
Seminar single speaker: 'Σύγχρονες και καινοτόμες προσεγγίσεις και εφαρμογές του Μάρκετινγκ', A 3-hr seminar and workshop aimed at secondary education teachers whose curriculum includes marketing, University of Nicosia, Feb 3 rd , 2018	Invited Speaker
Al Khoury G., Thrassou A., Kaufmann, H.R. (2017), <i>Interlinking Emotional Intelligence and Customer Relationship Marketing in the Lebanese Retail Banking Sector</i> , Proceedings, 10 th Annual Euromed Academy Of Business (EMAB) Conference, 'Global and national business theories and practice: bridging the past with the future'. Rome, September 13-15, 2017	Proceedings
Shams R., Thrassou, A., Vrontis, D., (2018), Quality Assurance Process Management In Transnational Education Services: A Research Note On Strategic Direction (Abstract), Proceedings, 11 th Annual Euromed Academy Of Business (Emab) Conference, 'Research Advancements In National And Global Business Theory And Practice', Valletta, Malta, September 12-14, 2018	Proceedings
Thrassou., A., Invited speaker / panellist on 'Publishing your Work', 11 th Annual Euromed Academy Of Business (Emab) Conference, 'Research Advancements In National And Global Business Theory And Practice', Valletta, Malta, September 12-14, 2018	Invited Speaker / Panelist
Yiapanas, G., Thrassou, A., Kartakoullis, N. (2018), Stakeholder Analysis of The Football Industry in Cyprus, Proceedings, 11 th Annual Euromed Academy of Business (EMAB) Conference, ' <i>Research Advancements In National And Global Business Theory and Practice</i> ', Valletta, Malta, September 12-14, 2018	Proceedings
Viassone, M., Vrontis D., Thrassou A. (2018), Branding startups throughout social media and mobile technologies (Abstract), <i>4th International Colloquium on Corporate Branding, Identity, Image and Reputation</i> , COBIIR Calabria 2018, 3 rd – 4 th September, 2018, Calabria, Italy	Proceedings
Invited speaker, 'Publishing during, through and after a PhD', PhD Colloquium, University of Nicosia, April 12-13, 2019	Invited speaker

Full Citation**Primary Listing /
Document Type**

Yiapanas, G., Thrassou, A., Vrontis, D., Kartakoullis, N. (2019), Remedies for the hooliganism factor in the football industry: the paradigm of Cyprus, 12th Annual Euromed Academy of Business (EMAB) Conference, Business Management Theories and Practices in a Dynamic Competitive Environment, Thessaloniki, Greece, September 18-20, 2019

Proceedings

Seminar single speaker: 'Η εξέλιξη του Μάρκετινγκ από το παρελθόν στο παρόν και το μέλλον', A 3-hr seminar and workshop aimed at secondary education teachers whose curriculum includes marketing, University of Nicosia, Feb 2nd, 2019

Invited speaker

Dimitropoulos, P. Koronios, K., Thrassou, A., (2019), Cash Holdings, Corporate Performance and Viability of Greek SMEs, 12th Annual Euromed Academy of Business (EMAB) Conference, *Business Management Theories and Practices in a Dynamic Competitive Environment*, Thessaloniki, Greece, September 18-20, 2019

Proceedings

Koronios, K., Dimitropoulos, P., Kriemadis, A., Papadopoulos, A., Thrassou, A. (2019), A Contemporary Sport Sponsorship Effectiveness Model: Scale Development And Validation, 12th Annual Euromed Academy of Business (EMAB) Conference, *Business Management Theories and Practices in a Dynamic Competitive Environment*, Thessaloniki, Greece, September 18-20, 2019 [*Highly Commended Conference Paper Award*]

Proceedings

Seminar single speaker: "Μάρκετινγκ Υπηρεσιών – Μιά Διαφορετική Ιστορία", A 3-hr seminar and workshop aimed at secondary education teachers whose curriculum includes marketing, University of Nicosia, Feb 15th, 2020

Invited speaker

AUTHORED & EDITED BOOKS / JOURNAL SIs / CHAPTERS

Kriemades, T., Kyriakis, V. and Thrassou, A. (2019), The contribution of Corporate Social Responsibility to Sustainability of contemporary businesses, in Riad, S.M.R., Vrontis., D., Weber, D., Tsoukatos, E., Galati, A. (Eds), Stakeholder engagement for sustainable socio-economic and ecological development (book series: Annals of Business Research), Routledge, USA/ UK, pp. 14-31, ISBN 9780367211233).

Book chapter

Lois, P., Thrassou, A., Repousis, T. (accepted), Corporate Financial Statement Fraud In Greece And Management Engagement To Promote Sustainable Development, in Riad, S.M.R., Vrontis., D., Weber, D., Tsoukatos, E., Galati, A. (Eds), Stakeholder engagement for sustainable socio-economic and ecological development (book series: Annals of Business Research), Routledge, USA/ UK, pp. xxx-xxx, ISBN 9780367211233.

Book chapter

Al Khoury, G., Thrassou, A., Papasolomou, I. (2020), Emotional Intelligence towards Customer Relationship Marketing - The Case of Retail Banking in Lebanon, in Kaufmann H.R. and Panni M.F.A.K. (Ed), *Handbook of Research on Contemporary Consumerism* (2nd Edition), IGI Global, ISBN13: 9781522582700

Book Chapter

Yiapanas, G., Thrassou, A., Vrontis, D. (2020), An integrated, multi-agency, consumer-focused, safety management approach in the sports industry, in Kaufmann H.R. and Panni M.F.A.K. (Ed), *Handbook of Research on Contemporary Consumerism* (2nd Edition), IGI Global, ISBN13: 9781522582700

Book Chapter

<u>Full Citation</u>	<u>Primary Listing / Document Type</u>
Yiangou, F., Papisolomou, I., Thrassou, A., Vrontis, D. (2020), Social Media and Consumer Behaviour Towards Luxury Brands: An Exploratory Study in Cyprus, in Kaufmann H.R. and Panni M.F.A.K. (Ed), <i>Handbook of Research on Contemporary Consumerism</i> (2nd Edition), IGI Global, ISBN13: 9781522582700	Book Chapter
Vrontis, D., Christofi, M., Thrassou, A. (2019), Knowledge Management: a critical review of existing research, in Riad, S.M.R., Vrontis., D., Weber, D., Tsoukatos, E., Ferraris, A. (Eds), <i>Cross-Functional Knowledge Management The International Landscape</i> , Book series: Annals of Business Research), pp.17-35, Routledge, London & New York, ISBN 9780367074234, https://doi.org/10.4324/9780429020650	Book chapter
Vrontis, D. and Thrassou, A. (Eds, 2013), <i>Innovative Business Practices: Prevailing a Turbulent Era</i> , UK: Cambridge Scholars Publishing (ISBN 10: 1-4438-4604-X) [SHOWCASED IN CAMBRIDGE SCHOLARS' 'RECOMMENDED READS' CAMPAIGN, 2014]	Edited Book
Bresciani, S., Thrassou, A. and Vrontis, D., (2013), Mindset and Behaviour Effect on Firm Performance, in Vrontis, D. and Thrassou, A. (eds), <i>Innovative Business Practices: Prevailing a Turbulent Era</i> , UK: Cambridge Scholars Publishing (ISBN 10: 1-4438-4604-X)	Book Chapter
Vrontis, D., Weber, Y., Thrassou, A., Papisolomou, I., Melanthiou Y. (Eds, 2010), Managerial and Entrepreneurial Developments in the Mediterranean Area, Cyprus: EuroMed Press (ISBN: 978-9963-634-76-7).	Edited Book
Rossi, M., Thrassou, A., Vrontis, D., (2013), Open Innovation System and New Form of Investment: Venture Capital's Role in Innovation, in Vrontis, D. and Thrassou, A. (eds), <i>Innovative Business Practices: Prevailing a Turbulent Era</i> , UK: Cambridge Scholars Publishing (ISBN 10: 1-4438-4604-X)	Book Chapter
Thrassou, A. (2002), Strategic Marketing Management of the Small Consultancy Firm -The Case of Small Cypriot Architectural and/or Civil Engineering Firms, Ph.D. Thesis, The University of Leeds.	Thesis
Chebbi, H., Yahiaoui, D., Vrontis, D., Thrassou, A., (2013), The Knowledge Hybridization: An Innovative Business Practices To Overcome The Limits Of The Top-Down Transfers Within A Multinational Corporation, in Vrontis, D. and Thrassou, A. (eds), <i>Innovative Business Practices: Prevailing a Turbulent Era</i> , UK: Cambridge Scholars Publishing (ISBN 10: 1-4438-4604-X)	Book Chapter
Thrassou, A. (2007), "Doing Business in the Industrialised Countries", Chapter 13 pp 439-483, in Katsioloudes, M. and S. Hadjidakis (eds), <i>International Business – A Global Perspective</i> , Butterworth-Heinemann, Oxford, UK, 2007, ISBN 978-0-7506-7983-1	Book Chapter
Vrontis, D. and Thrassou, A. (2008), " <i>Internationalisation of SMEs in Cyprus</i> " in Dana, L., Han, M., Ratten, V. and I. Welpel, <i>Handbook of Research on European Business and Entrepreneurship: Towards a Theory of Internationalisation</i> , Edward Elgar, Cheltenham, United Kingdom, 2008, ISBN 9781845425012	Book Chapter
Thrassou A. (2008), <i>Towards a New Marketing and Retailing Approach</i> , in Vignali, C., Vranesevic, T. and Vrontis, D. (2008), <i>Strategic Marketing and Retail Thought</i> , Zagreb: Accent (ISBN: 978-953-99762-6-0).	Book Chapter

<u>Full Citation</u>	<u>Primary Listing / Document Type</u>
Thrassou, A., Vrontis, D. and Kokkinaki, A. (2009), "Internet Consumer Behaviour in Cyprus", in Singh, S. (Ed), <i>Handbook of Business Practices and Growth in Emerging Markets</i> , pp. 433-452, Singapore: World Scientific Publisher (ISBN: 13: 978-981-279-177-1).	Book Chapter
Thrassou, A. and Vrontis, D. (2011), "The Dawn of a New Business-Consumer Relationship in Developed Countries", in Kaufmann, R. (ed., 2011), <i>International Consumer Behaviour: A Mosaic of Eclectic Perspectives</i> , UK: Accent, pp. 305-319 (ISBN: 978-0-9562471-3-1).	Book Chapter
Vrontis, D. and Thrassou, A. (2014), 'Brand Management in the Wine Industry', in <i>Wine Business Management</i> , Charters S. and Gallo J. (Eds), Pearson, Montreuil, France, EU, ISBN 978-2-326-00052-0	Book Chapter
Vrontis, D. and Thrassou A. (2008), International Journal of Internet Marketing and Advertising (2008), <i>Special issue on: Breaking the Barriers – The Role of the Internet in the International Marketing of SMEs</i> , Vol 4, Nos 2/3	Edited Journal Special Issue - ABS 1
Papasolomou, I. and Thrassou, A. (2009), EuroMed Journal of Business, Special Issue on: <i>Marketing Communications - Trends and Developments (Corporate and Marketing Communications)</i> , Vol 4, Issue 3.	Edited Journal Special Issue - ABS 1
Thrassou, A. (2015), The Cyprus Oil & Gas Industry Future, Forces and Effects: A Real Time Analysis, Thesis for <i>M.Sc. in Oil & Gas Energy Engineering</i> , University of Nicosia, Cyprus	Thesis
Thrassou, A. and Papasolomou, I. (2015), The Marketing Review, Special Issue on: <i>Contemporary Marketing Trends Across the Euro-Mediterranean Region</i> , Vol. 15, No 4, (Guest Co-editor Prof. Ioanna Papasolomou).	Edited Journal Special Issue
Thrassou, A. and Frey, M. (Guest editors; 2017), Sinergie Italian Journal of Management, Special Issue on 'Business Evolution Across the Euro-Mediterranean Region', ISSN 0393-5108, vol.35, No.102	Edited Journal Special Issue
Thrassou, A., Conto, F. and Fiore M. (2017), British Food Journal, Special Issue on 'Global Agrifood Management Paradigms from the Italian Industry	Edited Journal Special Issue - ABS 1
Thrassou, A., Orfanos, D., Tsoukatos, E. (2018), Linking Motivational Leadership with Creativity, in Vrontis, D, Weber, Y, Thrassou, A., Shams, R., Tsoukatos, E. (eds), <i>Innovation and Capacity Building -Cross-Disciplinary Management Theories for Practical Applications</i> (Volume 1, book series: Palgrave Studies in Cross-Disciplinary Business Research, In Association with EuroMed Academy of Business), pp77-108, Palgrave Macmillan (Springer), Cham, Switzerland, ISBN 978-3-319-90944-8, https://doi.org/10.1007/978-3-319-90945-5_5	Book Chapter
Thrassou, A., Vrontis, D, Weber, Y, Shams, R., Tsoukatos, E (2018), Editorial Introduction (Chapter 1), in Vrontis, D, Weber, Y, Thrassou, A., Shams, R., Tsoukatos, E. (eds), <i>Innovation and Capacity Building -Cross-Disciplinary Management Theories for Practical Applications</i> (Volume 1, book series: Palgrave Studies in Cross-Disciplinary Business Research, In Association with EuroMed Academy of Business), pp1-10, Palgrave Macmillan (Springer), Cham, Switzerland, ISBN 978-3-319-90944-8, https://doi.org/10.1007/978-3-319-90945-5_1	Book Chapter

Full Citation**Primary Listing /
Document Type**

Vrontis, D, Weber, Y, Thrassou, A., Shams, R., Tsoukatos, E. (eds, 2018), *Innovation and Capacity Building -Cross-Disciplinary Management Theories for Practical Applications* (Volume 1, book series: Palgrave Studies in Cross-Disciplinary Business Research, In Association with EuroMed Academy of Business), Palgrave Macmillan (Springer), Cham, Switzerland, ISBN 978-3-319-90944-8, <https://doi.org/10.1007/978-3-319-90945-5>

Edited Book

International Marketing Review, Special Issue on “The Role of HR Emotional Intelligence in Intercultural Service Encounters” (Guest co-editors, Demetris Vrontis, Michael R. Czinkota, Michalis Christofi, Riad Shams)

Edited Journal Special Issue - ABS 3

European Business Review, Special Issue on “Cross-cultural Knowledge Management for organizational efficacy: The Role of Stakeholder Causal Scope Analysis” (Guest co-editors: Zhanna Belyaeva, Demetris Vrontis, Riad Shams, Alkis Thrassou, Antonino Galati)

Edited Journal Special Issue - ABS 2

EuroMed Journal of Business, Special Issue on “Postmodern approaches to management and rising new forms of organizations in the Euro-Mediterranean Region” (Guest co-editors: Alkis Thrassou and Hela Chebbi)

Edited Journal Special Issue - ABS 1

Journal of Social Entrepreneurship, Special Issue on “Historical perspectives on social business enterprises: Looking backward to move forward” (Guest co-editors: Riad Shams, Demetris Vrontis, Zhanna Belyaeva, Alkis Thrassou, Michael Christofi)

Edited Journal Special Issue - ABS 2

Thrassou, A., Vrontis, D., Weber, Y., Shams, R., Tsoukatos, E. (2019), *The Synergy of Business Theory and Practice: Advancing the practical application of scholarly research* (Volume 2, book series: Palgrave Studies in Cross-Disciplinary Business Research, In Association with EuroMed Academy of Business), Palgrave Macmillan (Springer), Cham, Switzerland, ISBN 978-3-030-17522-1, Series ISSN 2523-8167, DOI 10.1007/978-3-030-17523-

Edited Book

Thrassou, A., Vrontis, D., Weber, Y., Shams, R., Tsoukatos, E. (2019), Editorial introduction: the requisite bridge from theory to practice, in Thrassou, A., Vrontis, D., Weber, Y., Shams, R., Tsoukatos, E. (Eds) *The Synergy of Business Theory and Practice: Advancing the practical application of scholarly research* (Volume 2, book series: Palgrave Studies in Cross-Disciplinary Business Research, In Association with EuroMed Academy of Business), Palgrave Macmillan (Springer), Cham, Switzerland, ISBN 978-3-030-17522-1, Series ISSN 2523-8167, DOI 10.1007/978-3-030-17523-8

Book chapter

Lois, P., Repousis, S., Dengleri, K. and Thrassou, A. (2019), Industry Application of Assessment and Forecasting Theories through Comparative Financial Analysis: the case of Greek Pharmaceutical Industries under Crisis Conditions, in Thrassou, A., Vrontis, D., Weber, Y., Shams, R., Tsoukatos, E. (Eds) *The Synergy of Business Theory and Practice: Advancing the practical application of scholarly research* (Volume 2, book series: Palgrave Studies in Cross-Disciplinary Business Research, In Association with EuroMed Academy of Business), Palgrave Macmillan (Springer), Cham, Switzerland, ISBN 978-3-030-17522-1, Series ISSN 2523-8167, DOI 10.1007/978-3-030-17523-8

Book chapter

END